GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:584
ANSWERED ON:23.02.2001
ROLE OF ITPO
UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) whether India Trade Promotion Organisation (ITPO) has made any special effort to enhance visibility of Indian products in Latin America; (

(b) if so, the details thereof; (

(c) the role of India Trade Promotion Organisation in formulating a strategy to emphasise the potential of the best emerging export markets of Latin America among Indian exporters; (

(d) whether India Trade Promotion Organisation has targetted any particular area of region in Latin America to emphasise a positive image of exports; and (

(e) if so, the details thereof?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

(a) to (c) : Considering the potential that the Latin American and Caribbean Region offers, an activity based integrated programme `FOCUS LAC` was launched by the Commerce Ministry in November, 1997The programme is an integrated effort of the Government of India, Export Promotion Councils, Chambers of Commerce & Industry, Indian Missions in the Latin American Countries and Institutions such as, Exim Bank, ECGC etc.Three products groups i.e. textiles, engineering products and chemical products have initially been identified as the focus product groups under this programme.

India Trade Promotion Organisation (ITPO) has been organizing exclusive Indian exhibitions in Latin American countries by rotation as per the details given below:-

(i) Indian Exhibition in Buenos Aires, Argentina (June, 1996)

(ii) Indian Exhibition in Sao Paulo, Brazil (November, 1996)

(iii) Indian Exhibition in Mexico City (March, 1998)

(iv) Indian Exhibition in Santiago, Chile (July, 2000)

An exclusive Indian exhibition is proposed to be organised in Sao Paulo (Brazil) during September, 2001.

In addition to above, ITPO has been regularly organizing participation in a number of events in Latin American countries such as FENIT in Sao Paulo (June, 2000) and Expocomer in Panama City (March, 2000).

Details of other events organized in Latin American countries are as under:-

Sl.no Year Event & Country

1 1998-99 Buyer Seller Meet for Engineering Products in Sao Paulo, Brazil.

2. 1999-2000 Contact Promotion Programme for Bicycles & Parts in Argentina, Uruguay & Chile.
3 2000-2001 Contact Promotion Programme for Electrical & Power Equipment in Mexico & Brazil.

A Buyer Seller Meet for Chemicals is proposed to be organized in Mexico during 2001-2002.

ITPO has also instituted 7 export awards from 1998-99 for promoting exports to Latin American Countries as a part of FOCUS LAC Programme.

(d) & (e) : Yes, Sir. The countries focussed by ITPO are Brazil, Argentina, Chile, Mexico, Panama, Trinidad and TobagoITPOis also considering proposals to organize participation in events in Peru and Columbia.